

## Summary Of Activities in Room Nights

	Turned Definite				Turned Tentative			Turned Lost		
	FY08		FY07		FY08	FY07	FY06	FY08	FY07	FY06
	Rm Nts	# Groups	Rm Nts	# Groups	Room Nights			Room Nights		
October	517	4	970	3	3,134	3,456	2,135	822	14,983	3,825
November	65	2	200	1	3,301	2,685	2,604	1,687	6,588	225
December	120	2	100	1	2,081	2,620	13,586	661	1,327	2,238
January	1,015	7	90	1	11,204	1,540	3,923	3,880	3,558	1,165
February	656	13	220	2	3,995	201	2,427	2,431	0	563
March	1,647	8	786	5	8,048	2,229	2,380	4,113	1,220	2,172
April	1,352	4	30	1	9,368	929	1,635	890	299	3,791
May	1,015	4	895	13	4,871	4,079	2,059	3,849	4,187	2,403
June	653	4	190	2	4,471	6,498	736	6,015	6,217	16,133
July	508	4	440	1	3,662	1,949	940	1,123	580	640
August	1,041	6	224	4	2,227	5,058	14,554	3,972	2,339	6,555
September	3,088	4	4,542	3		3,485	12,887		9,803	3,436
<b>Total</b>	<b>11,677</b>	<b>62</b>	<b>8,687</b>	<b>37</b>	<b>56,362</b>	<b>34,729</b>	<b>59,866</b>	<b>29,443</b>	<b>51,101</b>	<b>43,146</b>

## Projected Economic Impact of Business Turned Definite

	FY08	FY07	FY06
October	\$600,975	\$812,885	\$137,000
November	\$203,000	\$190,000	\$469,000
December	\$171,000	\$557,700	\$431,800
January	\$716,500	\$145,080	\$168,000
February	\$226,000	\$128,173	\$1,200,000
March	\$1,816,000	\$467,430	\$225,000
April	\$536,000	\$72,000	\$1,010,650
May	\$408,250	\$2,162,300	\$0
June	\$235,532	\$1,386,000	\$290,130
July	\$948,000	\$246,480	\$29,000
August	\$789,963	\$521,000	\$217,000
September	\$2,061,750	\$2,360,662	\$246,480
<b>Total</b>	<b>\$8,712,970</b>	<b>\$9,049,710</b>	<b>\$4,424,060</b>

Date: Oct 3, 2008

\*Economic impact is calculated using Destination Marketing Assn Int'l's formulas and formulas developed specifically for sports in Frisco by UNT; factors taken into consideration are attendance, exhibitors, and the mix of local/regional/state/national attendance

\*Primary lost business reasons include: availability of space/rooms, rates, board decision; location

\*End of year room adjustments made in October and June